

Privacy Policy

This privacy policy sets out how Hally Labels will use and protect the information that you give to us when you visit our website, buy and use our products, or interact with us. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be personally identified, you can be assured that it will only be used in accordance with this privacy statement.

Now for the details

This policy applies to detail collected by Hally Labels via our website www.hallylabels.com or by any other method.

We are bound by the New Zealand Privacy Act 2020 (and the previous Privacy Act 1993) and the Australian Privacy Act 1998, and any amending or substituting legislation. For more information, visit www.privacy.org.nz or www.oaic.gov.au.

We may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1 December 2020.

Collection and use of information

We collect limited personal information that personally identifies you ("Personal Information") such as: (i) name, phone number and email address; (ii) residential address, postcode, gender, age, purchase history, date and place of purchase.

If you purchase products from us, communicate with us by email, or complete online forms, surveys or contest entries, any information provided in such communication may be collected. For example, we may request Personal Information from you when you:

- ask for a quote to be prepared;
- make payments;
- contact us for advice or further information;
- provide feedback, participate in surveys and other types of research;
- enter a promotion;
- subscribe to our mailing list;
- ask for a report or sample pack;
- register your details on our web site;
- apply for a job vacancy with us.

Other information we may collect

For statistical purposes we collect anonymous information on website activity (such as top pages viewed, the number of pages viewed, the number of sessions, most popular session times). We use this data to evaluate our website performance and to improve the content we display to you.

To evaluate the effectiveness of our online advertising (including click throughs from email marketing), we may use third parties to collect statistical data. No Personal Information is collected on these occasions.

When you use our website we may also collect information that is sent to us by your computer, mobile device or other access device including your computer IP address, referral URL, geo-location and other similar data.

We may also collect your Personal Information from publicly available or third party sources from time to time. Any information we collect from a third party will only be for one or more of the purposes set out in this policy.

Use of cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic, or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical purposes and then the data is removed from the system.

Overall, cookies help us to provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

Third party vendors, including Google, show our ads on sites on the internet and use cookies to serve ads based on your prior visits to this website. You have the option to opt out of Google's use of cookies by visiting the Google page:

http://www.google.com/privacy_ads.html

Alternatively you can opt out of cookies by visiting the Network Advertising Initiative page:

http://www.networkadvertising.org/managing/opt_out.asp

How we use your information

We use your information to better understand your exact needs and provide you with better products and services, and in particular for the following reasons:

- in order to fulfil our obligations to customers in the normal course of a business relationship
- to enhance your customer experience and help us complete transactions faster
- to bill you and collect money owed, including authorising and processing credit card transactions or undertaking credit checks
- to keep you up-to-date with products, services, events or promotions we think would be of particular interest
- to run and maintain our website including ensuring it and our network are secure
- for internal record keeping
- for planning, product development or research purposes
- the sale of all or substantially all of our business or company assets
- to comply with legal obligations
- for any other purposes that you authorise.

Disclosure of Personal Information

Hally Labels Limited (company number 1196029) and Hally Labels Pty Limited (ABN 72 002 981 240) may use your Personal Information. As such we do send information overseas (to our Australian site) as our website is hosted in New Zealand.

We will only send Personal Information to third party organisations when:

- we have your consent to share the information;
- we need to share your information in order to provide the product or service you have requested;
- we need to send your information to companies that are contracted to Hally Labels, e.g. mailing houses, IT service providers, web developers, marketing agencies, finance companies; or
- we are required or authorised by law to disclose the information.

Such information remains under Hally Labels custodianship at all times and we will take reasonable steps to ensure the agents involved are bound by this policy.

Access and correction

When you disclose your Personal Information to us, it must be accurate, complete, up-to-date and not misleading. If you give us Personal Information about someone else, you must be authorised to do so and you must tell that person about this policy.

You can have access to the Personal Information we hold about you. Our goal is to ensure that your Personal Information remains accurate, complete and up-to-date. To assist us with this, please contact our Privacy Officer (contact details below) if any of the details you have provided change. Further, if you believe that the information we have about you is not accurate, contact us and we will use all reasonable efforts to correct the information. A \$25 administration fee will be charged for the retrieval of Personal Information to cover our costs. No fee applies to the correction of Personal Information.

If we do not give you access to the Personal Information you have requested, we will let you know the reasons why. If you are not happy with the reason, or have a complaint and we do not resolve it in a manner or time period that is acceptable, you may take your complaint to the New Zealand Privacy Commissioner or the Office of the Australian Information Commissioner.

Third-party web sites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide while visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question. Nonetheless, we seek to protect the integrity of our website and welcome any feedback about these third-party sites.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access, use, modification, disclosure or loss, we have put in place reasonable physical, electronic and managerial procedures to safeguard and secure the information we collect online. We do not make any warranties in relation to the security of any information you disclose or transmit to us and we are not responsible for the theft, destruction or inadvertent disclosure of your Personal Information where our security measures have been breached.

Unsubscribe/Opt out

We only want to communicate with you if you want to hear from us. If you would like to unsubscribe from receiving email newsletters, promotions etc, you can do so at any time, for any reason.

Privacy policy changes

We will post any updated privacy policy on our website. Please review the policy periodically for any changes. The updated policy will take effect 14 days after the date that it is posted. If you continue to use our products or services, or continue to visit our website or interact with us after the updated policy comes into effect, then you consent to the updated privacy policy. If you don't agree with our privacy policy, then you should not give your consent and cease using our products and services, or not visit our website. Please be aware that we may still need to continue using your Personal Information to fulfil any remaining orders to you.

Residents outside of New Zealand and Australia

Our website can be access by people all over the world, in different countries with different laws. Other jurisdictions have different laws regarding the storage and use of your personal information. By visiting our website and providing us with your Personal Information, you acknowledge and agree that your Personal Information may be processed for the purposes set out in this privacy policy and otherwise in accordance with New Zealand and Australian law.

Contact details for our Privacy Officer:

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